

EVALUATION OF THE TPB'S PARTICIPATION ACTIVITIES IN 2015 & 2016

Proposed Evaluation Framework

Bryan Hayes
TPB Transportation Planner

Technical Committee
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Background

Participation Plan

The 2014 update to the TPB's *Participation Plan* calls for an annual evaluation of participation activities. This evaluation is intended to inform the annual update to the Unified Planning Work Program (UPWP).

Federal Certification Review

The 2014 federal certification review recommended that an evaluation of participation activities include:

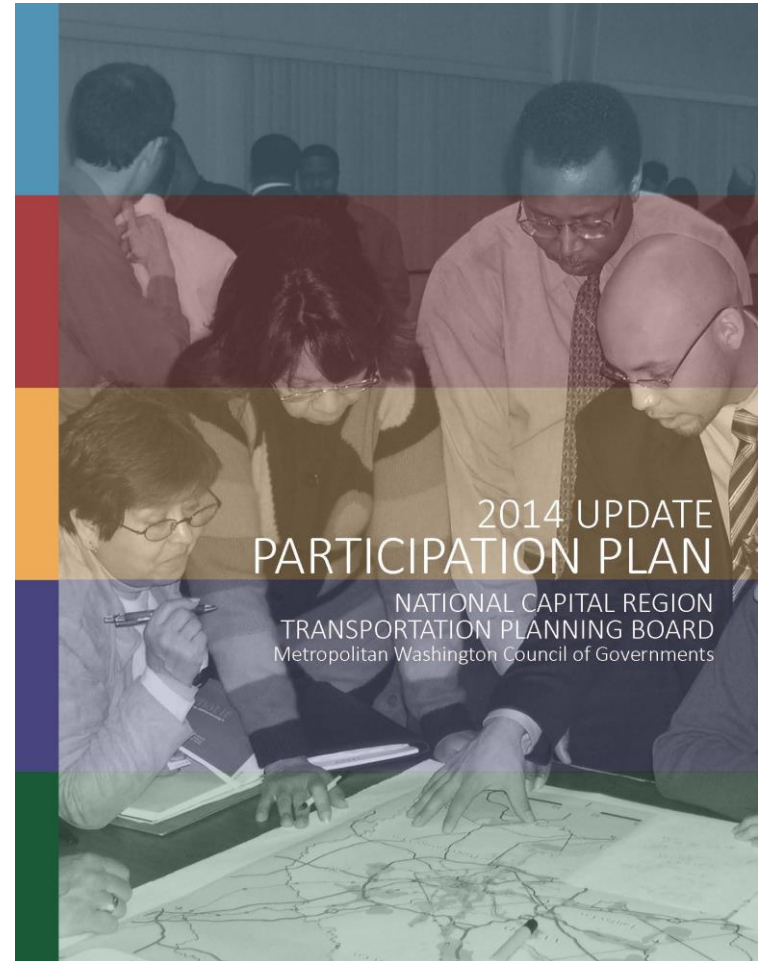
1. Formalize evaluation of the TPB's effectiveness at engaging the public in the region
2. Compile participation and engagement data using a centralized tool
3. Use that data to formulate goals, objectives, targets, and indicators to improve participation activities at the TPB



Background

The 2014 update to the TPB's *Participation Plan* includes:

- Policy statement
- Policy goals
- Participation strategy
- A description of constituencies
- Activities through which staff strive to realize the goals



Background

Participation Activities

- Public Comment
- Open Public Meetings
- Committees
- Documents
- Publications
- Websites & Social Media
- Outreach and Training



Evaluation

The goal of this evaluation is to produce a report that responds to the 2014 *Participation Plan* and federal comment by:

- Documenting participation activities led by TPB staff from January 2015 to the end of June 2016
- Assessing the effectiveness of those activities
- Suggesting ways to improve future participation activities



Evaluation Framework

1. Identify **participation activities** led by staff, state the policy goals from the *Participation Plan* that relate to each activity, and list activity objectives that describe the connection between the activity and the policy goals.
2. Document **what staff did** to carry out the participation activities using data and qualitative description. This will be used to measure or demonstrate the effectiveness of the participation activities.
3. Conduct a **staff assessment** that evaluates participation activities against the activity objectives.
4. Collect **external feedback** from stakeholders addressing how effectively participation activities meet the activity objectives.
5. Utilize staff assessment and external feedback to evaluate overall performance of activities towards the policy goals, and develop recommendations **for how to improve** the effectiveness of the TPB's participation activities.



Evaluation Framework

		STEP ONE		STEP TWO	STEPS THREE & FOUR	STEP FIVE		
		Participation Activity	Participation Goals	Activity Objectives	What staff did	Staff Assessment	External Feedback	How to Improve
Public Comment	Formal public comment							
	Public comment at board meetings							
Open Public Meetings	Board meetings							
	Other meetings							
Committees	Citizens Advisory Committee							
	Access for All Advisory Committee							
Documents	CLRP branding update							



Bryan Hayes

TPB Transportation Planner

(202) 962-3273

bhayes@mwkog.org

mwkog.org/TPB

Metropolitan Washington Council of Governments

777 North Capitol Street NE, Suite 300

Washington, DC 20002



National Capital Region
Transportation Planning Board